



PIZZA HUT

# PIZZA SALES ANALYSIS USING SQL





## PROJECT OVERVIEW:

Data Sources:

- Orders
- Order Details
- Pizzas
- Pizza Types

Tools Used: MySQL, Excel (for presentation)



# DATABASE SCHEMABLES & RELATIONSHIPS:

- orders: order\_id, date, time
- order\_details: order\_detail\_id, order\_id, pizza\_id, quantity
- pizzas: pizza\_id, pizza\_type\_id, size, price
- pizza\_types: pizza\_type\_id, name, category, ingredients



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# TOP 5 BEST-SELLING PIZZAS

```
SELECT pizza_types.name, SUM(order_details.quantity) AS total_orders
      FROM pizza_types
     JOIN pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
     JOIN order_details ON order_details.pizza_id = pizzas.pizza_id
 GROUP BY pizza_types.name
 ORDER BY total_orders DESC
 LIMIT 5;
```

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TEDDY YU



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## TOTAL REVENUE BY PIZZA TYPE

```
SELECT pizza_types.name,  
SUM(order_details.quantity * pizzas.price) AS revenue  
FROM pizza_types  
JOIN pizzas ON pizzas.pizza_type_id =  
pizza_types.pizza_type_id  
JOIN order_details ON order_details.pizza_id = pizzas.pizza_id  
GROUP BY pizza_types.name  
ORDER BY revenue DESC  
LIMIT 5;
```





## SALES BY PIZZA SIZE

```
SELECT pizzas.size,  
COUNT(order_details.order_details_id) AS orders  
FROM pizzas  
JOIN order_details ON pizzas.pizza_id =  
order_details.pizza_id  
GROUP BY pizzas.size;
```



# MONTHLY ORDER TRENDS

```
SELECT MONTHNAME(orders.date) AS month,  
COUNT(order_details.order_details_id) AS orders  
FROM orders  
JOIN order_details ON orders.order_id =  
order_details.order_id  
GROUP BY month  
ORDER BY STR_TO_DATE(month, '%M');
```





# KEY INSIGHTS

- Best-selling pizza: [The Thai Chicken]
- Highest revenue-generating pizza: [Thai Chicken]
- Most preferred pizza size: [Large]
- Peak month for sales: [July]



# CONCLUSION

- Clear demand for specific pizzas and sizes
  - Revenue is driven by both price and volume
  - Time-based trends help in marketing and staffing decisions
  - Next steps: Inventory and promotional strategy adjustments
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# THANK YOU!

